

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

The impact of advertising for businesses and brands in the 21<sup>st</sup> century has become imperatively permanent and therefore cannot be overemphasized.

Advertising, it is generally believed, dates back as old as man himself, and thus has been present in his economic and socio-political life before recorded civilization began.

Sapso (1975, p. 9) opined; “there is little doubt among trade men and merchants to make good their wares, has had an existence almost as long as the customs of buying and selling, and it is but natural to suppose that advertisement in some shape or form have existed not only from time immemorial, but almost for all time”.

Anyone living and working in any modern day society today is directly or indirectly under the influence of advertising, as businesses (domestic and trans-national) have tapped and ceaselessly benefited from the visibly robust economic rewards that accrue, steady, sensible, communicative, persuasive and convincing advertising whether through the media (electronic and print) or through marketing drives from personal relations, the fundamental initiative has always been, getting goods, products and services through to the largest and

smallest demography of consumers at optimum costs with maximum profitable benefits.

Unique products and service delivery alone this days as enterpreneurally standard and convincing to customers as they might seem, has been proven not enough for the ever evolving “consumer service provider” traffic especially in advanced and developing countries like Nigeria, where radio and television viewership and listernership has astronomically enlarged respectively.

The hospitality industry, hotels to be precise, need not lag behind the blazing and beneficial trends of advertising.

The (Hotels) have employed intensive ways to get their product and services known to not only their steadfast local customers, but also to visitors and whomever is in need of such as the need arises. These string of advertising drives are geared towards appetizing the perchant of the consumers and are systematically funded by the company, depending on the strengthen of its financial muscle. Most often determined by the annual budget allocation to advertisement.

In Enugu, the Coal City, the hotel industry is undoubled by one of the most influencial non-civil service business employing over an average of 20 workers in the state with a population of less than 4 million people. Hotelling is a good and tangible employer of labour, fuelling up to a staggering 10% of the state economy, according to trade invest Nigeria (2011).

These figures point to the importance of this hospitality industry in the state, so getting across to the 4 million people through advertisement in the electronic media should have a chain or feedback effect on the financial figures of any good hotel in an ideal location, with an array of modern facilities and a good management.

Top Rank Hotels, a three block hotel, located at No 1 Hill View Independence Layout at the popular Enugu State Broadcasting Services (ESBS) Junction is a well finished edifice that stands conspicuously apart when it comes to Independence Layout. As a three star hotel, employing more than 50 staff, managers inclusive, it boasts of state of the art decor, contemporary style bedrooms, complimentary wireless high speed internet access. Fitness room, constant power supply, swimming pools with 216 well appointed and furnished rooms and suites, suitable of all tastes and budgets.

Conventionally a hotel generates profits from lodging budgets, hosting events in Halls like conferences, social gatherings food and beverage services and incurs expenses from maintenance work cost of running enquires for electricity due to the epileptic power supply.

The Nigeria television Authority, National network connecting Nigerians and popularly held as the larges television network in Africa, located a stone throw from the hotel is an added advantage, as advertising on the station will

generally enhance the spread needed for greater patronage not only locally but across Nigeria. A business Oasis for any seven-eastern investment.

## **1.2 Statement of the Problem**

The essence of this research project is to establish and examine the correlation between Top Rank Hotels profitability and the publicity given to the hotel from the Nigerian Television Authority (NTA channel, channel 8).

As a business organization in Enugu state, Top Rank Hotels Limited annual profit indices are supposed to be an outcome of many economic, social and human forces.

Advertising from the introduction has been proven to enhance patronage, so all things being equal; the problem here would be what impact does a standard level of publicity on N.T.A have on the general profitability of Top Rank Hotels, bearing in mind, the reach and customer base of the station.

Thus, the project work main challenge is to determine the impact of Top Rank Hotels profitability through advert in N.T.A. Enugu.

## **1.3 Objectives of the Study**

The study have the following objectives:

1. To access the gain the hotel stands to obtain from aggressive advertising.
2. To find out how the hotel budget for advertisement
3. To find out how NTA Enugu charge for advertising.

#### **1.4 Research Question**

1. What is the overall gain to Top Rank Hotels from aggressive advertisement?
2. To what extent does the hotel budget for advertisement?
3. In what way does N.T.A Enugu charge for advertising?

#### **1.5 Scope of the Study**

This project research work is all about the market viability of product and services rendered by the organization Top Rank Hotels; the managerial prudence and administrative master strokes of budgeting for advertisement avoiding over expenditure on them nature and class of the advertisement, timing and on the end point. The impact of this advertisement is entirely of the business profitability and relevance.

The researcher domain stems from the use of advertising as a tool for publicity and passage of information from the hotel to its customers (old and new) who from the stretch of viewers on N.T.A Enugu channel 8.4. It also reflect on the effect of this information passed to customers at home and on the – go regarding patronage of the service and subsequently the attendant profitability there in.

## 1.6 Significance of the Study

It is a widely accepted notion that advertising informs the consumers about the quality and availability of product and services offered and rendered by the organization, in this case Top Rank Hotels, this act of publicity has been either overrated or underrated, based on its after effect on such trends or brands and businesses. Thus this research tends to bring about a correct and more understandable dynamic between what is advertised, who advertises, who views what is advertised and so on.

The research is expected to develop and enhance effectiveness in the advertising drives of private companies especially hotels in the state and the nation in general.

It will be of immense benefit to both scholars and business operators by identifying the lapses inherent in the process of taking the news of a new service or product from the producer to the consumer.

## 1.7 Operational definition of Significant Terms

- a. **Advertising:** This is the non-personal communication of a message from a producer to the customers, persuading, convincing about a product or service, usually through paid for commercial or billboards.
- b. **Tens-National:** This refers to any business that has an effect across more than one country world famous brands like coca –cola.
- c. **Impact:** A strong effect or impression

- d. **Apathy:** A feeling of having no interest in something.
- e. **Profitability:** Is the primary goal of all business ventures.
- f. **Hotels:** A usually large house or building where travelers, holiday makers etc may receive food, lodging etc in return for payment.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

This chapter is a review of related studies to the impact of improving Top Rank Hotel's profitability through adverts in NTA Enugu. The chapter is organized under the following headline;

- a. Review of concept
- b. Review of related studies
- c. Review of framework
- d. Summary

#### **2.2 Review of Concept**

In this area, the following concepts were reviewed on this particular research topic

- A. The concept of Advertising
- B. The Concept of other Media
- C. The concept of Profitability

##### **2.2.1 The concept of Advertising**

The concept of advertising tells us that the word advertising is a latin word which means "to turn attention of people to a specific thing". It is a paid publicity.

According to the Oxford Dictionary, the word to advertise' means to make generally or publicly known" describe publicly with a view to increasing sales.

Advertising is thus, a mass communication tool, which is essentially in paid form by a company or an individual and the ultimate purpose of which is to give information develop attitudes and induce action, which are useful to the advertiser.

Advertising presents and upholds the ideas, commodities and services of a recognized advertiser, which provides as a communication link between the producer and the potential buyers (consumers). It gives the information to the world – be – buyers who are interested in seeking the information about a product and manufacturer.

Advertising may be taken as the most effective and efficient means of reaching people with a product detail or information.

Advertising presents a mass persuasion phenomenon apart from disseminating information to the prospective buyers about the product and the producer. While creating this awareness and popularity it seeks to persuade. It is a more effective, extensive and less expensive platform for creating contracts.

Advertising through messages known as "advertisement" has become an integral part of today's marketing scenario. In earlier times, much emphasis was not given to advertisements, like it is given today. Because the challenges of mass production for demand, competition and other evolution any economic

trends demanded the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost (Goldberg and Gorn, 1987).

Advertising combines creativity, marketing research and economic media buying. Advertising employs and excavates the “I like it, but I don’t know why” effect that has driven many multinational companies to success (Melanie D., 2010).

A consumer’s purchasing decisions are driven in large parts by implicit associations with the imagery connected to a brand. They consumers rely on the subconscious emotional appeal of a product more than the attributive appeal.

Advertising generally and conventionally employs the Hierarchy of effects model- a model that clarifies the objectives of an advertising campaign for an individual consumer.

Advertising is a mass communication message designed to promote the sale of goods and services as well as ideas or movement, on behalf of a paid sponsor. In other words, it is a printed, written, spoken or pictured representation of a person, product, service, idea or movement, openly sponsored by the advertiser, and at his expense, for the purpose of influencing sales, uses, votes or endorsement, Woodrow (1989) cited in Okpoko (2008). Advertising has some functions:

- It delivers its message to its intended audience through a chosen communication channel for which it pays and thereby controls the message (i.e. communication function).
- Advertising publicizes the existence of a product, where to get it, its price and qualities, and therefore plays an intermediary role between the producer and the consumer (marketing function).
- Advertising provides about 60%-70% of the total revenues of newspapers and magazines, while commercial television and radio broadcasting are funded entirely by advertising (financial role), Okpoko (2008).

**Advertising can be classified in the following ways:**

**1. By target audience**

- Customer advertising: aimed at people who buy the product for their own or someone else's use.
- Business advertising: aimed at people who buy a specific product and services for use in business.

**2. By Geographical Area**

- Local/Retail Advertising: Advertising by business whose customers come from only one city or local trading area.

- Regional Advertising: Advertising for products sold in one area or region but not the entire country. Okpoko (2008)
- International Advertising: Advertising direct to foreign markets across borders

### **3. By Medium**

- Print Advertising: Newspapers, magazine, journals
- Broadcast/Electronic Advertising Radio/Television.

### **4. By Purpose**

- Product advertising: Promotes the sales of product and services
- Commercial Advertising: Promotes products, services or ideas with the expectation of advertising making profit
- Awareness Advertising: Attempt to build the image of a product or familiarity with the product's name and package Arens (2002:15).

#### **2.2.2 The Concept of other Media**

The concept of advertising and other media states that it's media to all these things by creating images. An image is generally accepted as any presentations of a impression

Radio and television have always been said to be very powerful media of communication with their tribute ranging from ephemeralism voracity, ubiquity

to flexibility and all the innovation in production technique in image manipulations and representation displayed, the goal is achieved. Ume Nwagbo (1988). Such system consisting of verbal and precept like information, allow access to those changes in long term memory, given certain stimulus Cues, Ebo (1996:12) .

On the other hand advertising is one of the most important forms of modern social communication. Although, advertising is closely linked to its ideological economic function, it was over the years become important medium used to manipulate social values and attitude much more than to inform about products, Ebo (1996:15).

Mariam Flick cited in Okpoko (2005:44) holds the view that different usages of men and women in advertisements had little or nothing to do with developing a symbolic language for creating association in the viewer's mind between self and product. She operationalized a theoretical gender role dichotomy into observable empirical elements in advertisement. Her study explained that the motives of marketing experts were clearly commercial and therefore, universalistic and in themselves culturally specific.

### **2.2.3 The Concept of Profitability**

The concept of profitability tells us that profitability is the primary goal of all businesses without profitability the business will not survive in the long run.

Profitability is the potential of a venture to be financially viable and successful (Don Hotstrand, 2002) profitability is measured with income and expenses. Income is money generated from activities of the business. It is measured with an income statement. Expenses are the cost of resources used up or consumed by the activities of the business.

A business that is not profitable cannot survive increasing profitability is one of the most important tasks of the business managers, because the existence expansion of business depends, to a large extent, on the businesses capacity to earn a good amount of profit.

‘Korn and Boyd 2005 noted that;

“The adequacy of profits underlies the entire financial structure of a firm”

only profitable companies make it in the long run

Profitability in the business or organization sense does not entirely end in financial gains or financial profit.

There are three concepts of profit.

1. Economic profit
2. Financial profit
3. Social profit

### **1. Economic Profit**

This is the difference between the revenue received from the sale of an output and the opportunity cost of the inputs used. Sometimes referred to as economic

value added (EVA). It is the amount remaining after subtracting from the total income of a company, the total monetary cost of all business activities, as well as opportunity costs of profit that could have been made by investing resources in other native business activities.

## **2. Financial Profit**

This is the profit that accrues from a company's total earnings, calculated according to Generally Accepted Accounting Principles (GAAP) and includes the explicit cost of doing businesses such as depreciation, interest and taxes.

## **3. Social profit**

Social profit refers to the benefits a company gains from assuming a certain social stance by the appeal of their products, or the reputation garnered from steady and professional bonding with most communities or target market.

### **2.3 Review of Related Studies**

Two key study related to the present study were reviewed

According to the Institute of Practitioners in Advertising (IPA) views advertising as;

*“That which presents the most persuasive selling message to the right prospect, for product or service at the lowest possible cost”*

They see advertising as a communication process that is carried out through the persuasion of a particular group of people or target audience by reflecting the cheapest and yet effective media to reach them.

The word “persuasion” is also conspicuously stressed in almost all the definitions and concepts of advertising. This implies the empirical use of advertising in changing opinion by causing appreciation or likeness of something through reasoning or urging.

Mark Twain (2002) opened that “many a small thing has been made large by the singular right kind of advertising” His argument stems from the truth that all the effects produced by advertising are large relative to the cost of the publicity itself.

In the same view, Will Rogers (1990) postulated that

*“Advertising is the art of convincing people to spend money that they don’t really have for something they don’t really need”*

He consequently argues that, if there may be no need for advertising if all the money used for advertising is used to improve their product.

Again Calvin Coolidge (186:24) agrees that:

*“Mass demand has been created almost entirely through the development of advertising”*

This is purely due to the massive outreach of advertising has on the target population.

Although advertising seems appealing from the gains perspective, some scholars believe that there is conscious adulteration of the message as regards its concordance to the efficacy of the product in geniuses

Fred Allen (2000:66) believes that:

*“Advertisement and their sorts are generally 85% confusion and 15% commission”*

## **2.4 Theoretical Framework**

The study was based on uses and gratification theory by Williams, et al (1988).

In this study, the assumption that the reception of mass mediated messages take place in anticipation of some gratification is the core of this approach. This was identified by per chart (1975:270) “it is to be noted however, that the gratification to be derived from a pieces of news is not only from the subject character, but also largely from the independent content of such news.”

The uses and gratification theory is a connection between the audience and the media and suggests the use of media to gratify needs inside the listener and publisher.

The motivation factors that determine media use have in this connection been identified and confirmed by Blumer (1974:19-22);

“The public of mass communication is perceived as an active element in the process of mass communication and not as the mere passive relevant contrast; media use must be seen as an active international social action. The intern of the

action of the recipient does not just result from existing predisposition such as attitude and certain normative expectations, but is explicable from the nature of the specific needs i.e the mass media and their content represent an avenue for satisfaction of personal needs”

Therefore the inference of this theory is that advertising messages, exert an influence and attracts the people or listeners or audiences to the products by helping them make choices.

## **2.5 Summary**

Inspire the differences in the terms used to define advertising by different scholar and authorities, a few words like “persuasion” paid for” are commonly observed this form the bed-rock of the concept of advertising.

Advertising provokes the attention of the listener, inducing patronage afterwards.

For a hotel in Top Rank frame, advertising especially on the local scene on the NTA Channel 8 Enugu – a media gland within the state and the south-eastern region generally, offers a massive publicity that can transcribe to financial profit in both the short and long run.

The dispersal of messages about amenities in the hotel on air, naturally wets the appetite of the avid hotellers to “try them our” and consequently stick with the hotel or his/her lodging needs are met at a reasonably affordable cost.

Inspire of this role by advertising it has attracted a barraged of criticism. One of these are, that advertising plays on the intelligence of unsuspecting consumers or audience, inducing wrong choices, and harming ethical standards.

Some scholars have also questioned the perceived impact of advertising, opening that it lacks the wit to force or engender appreciable customer increase, except marginally.

Uzoegbu (1992) posited that persuasive advertising messages have potential buyers in patronage; as such he recommends that business organizations should embark on it, in order to stimulate potential buyers into action.

Advertising is therefore a customers food and a producers tool for a profitable business.

# **CHAPTER THREE**

## **RESEARCH METHOD**

### **3.1 Introduction**

This chapter discusses the method used in the study: it contains and explains the following:

1. Research Design
2. Population of study
3. Sampling Technique (Sample)
4. Description of Data gathering Instrument
5. Method of Data Collection
6. Method of data Analysis

### **3.2 Research Design**

For the purpose of regularity, validity and correspondence of data gathered for this research, the research designed a collaboration of both quantitative and qualitative data or information herein.

The researcher took meticulous note of the type of technique required for a sound and balanced data collection to minimize deviation of the resulting information.

In that case, interviews were conducted by the researcher to explore the content and context of data traits in the hotelling population around the hotel in question.

Simultaneously administered with the interviews were the survey questionnaires tailored concisely towards revealing qualitatively and quantitatively the experience of customers (regular and occasional) of the hotel.

The survey questions, were standard and made to be as simple as possible to enable understanding and easy response from the respondents.

### **3.3 Population of Study**

Population of the study according to Ogile (2005: p. 53) “involves a group of persons or aggregate items, things the researcher is interested in getting information from the study.” Population refers to all cases or individuals that fit a certain specification (Onuja, 2008).

In this study, the population comprises of all this areas such as the Hill estate, Ugwuaji, Nawfia Obeagu communities and the entire independence layout stretch of Enugu.

Based on the statistics gotten, the population was estimated to 17,000 people which is the population of the study.

The population of the study comprises of the following:

Hill Estate ----- 3,700

Nawfia ----- 3,200

Obeagu-----	3,100
Ugwaji-----	3,200
Independence Layout-----	3,800
Total -----	17,000 people

### **3.4 Sampling Technique/Sample Size**

Sample is the selection of some members of element from the population for actual investigation (Onaja, 2013). Is also a section or part of the entire population of people or things which are studied to obtain information about the research variables (Madueme, 2010).

The purposive sampling technique was adopted and 170, was purposively selected from the entire population. Also systematically interval of 100 was used to get the 170 respondent.

### **3.5 Description f Research Instrument**

The research instrument used for this study was questionnaire.

A questionnaire is a data collection tool which uses various questions to achieve the research objectives (Madueme, 2010).

A total of seventeen (17) items were drawn and administered to the respondents. The questionnaire was divide into two parts, part A contained items on demography of the respondent while part B contained items that answered the researcher question formulated for the study item.

- Item 1 – 4 answered question on the demographic trends of the respondent/
- Item 5 – 8 answered research question one (1)
- Item 9 – 12 answered research question two (2)
- Item 13 – 17 answered research question three (3)

### **3.6 Validity of Data Gathering Instrument**

The instrument used was questionnaire. Its valid because its ideal for measuring what it is designed for, which is the impact of improving Top Rank Hotels profitability through advertising in NTA Enugu.

Obosi (2008, P. 20) say “validity is the appropriateness of an instrument in measuring what is intended to measure” for this reason, the researcher went further to ensure that the questionnaire used for this study was thoroughly scrutinized by the supervisor to ensure its clarity relevance, un-ambiguity and comprehension.

### **3.7 Method of Data Collection**

Data was collected by administering the questionnaire copies to the selected hotellers of Top Rank Hotels out of 170 copies of questionnaires distributed to the respondent 70 copies were retrieved by the researcher, which gave a response rate of return of 70 percent. The collected copies of questionnaire were collected and analyzed by the researcher.

### **3.8 Method of Data Analysis**

The researcher considered it best and appropriate to make use of frequency table presentation and simple percentage, while simple descriptive analysis will be used to infer meaning from the data in the table for analysis because the results will be easily understood by both academicians and non-academicians.

The researcher also understands more the use of percentage than any other method of analyzing data and also consider it a legitimate way of data analysis.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND DISCUSSION OF FINDINGS**

#### **4.1 Introduction**

The aim of this study was to determine the impact of improving Top Rank Hotels profitability through advertising in NTA Enugu. This chapter is concerned with the presentation and analysis of data collected through the use of the questionnaire

The questionnaire was administered on the hotellers of Top Rank Hotels. Out of 170 copies distributed, 70 were retrieved.

The study answered the following research questions:

1. What is the overall gain to Top Rank Hotels from aggressive advertisement?
2. To what extent does the hotel budget for advertisement
3. In what way does N.T.A Enugu charge for advertising?

#### **4.2 Data Presentation and Analysis**

##### **4.2.1 Analysis of Demographic Data**

Item 1 to 4 in the questionnaire answered question on the demography of the respondent.

**Question 1: What is your gender?**

**Table 1: Response to question 1.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Male	45	35.8%
Female	25	64.2%
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 45 respondents (35.8%) are male, while 25 respondents (64.2%) are female.

**Question 2: What is your age bracket?**

**Table 2: Response to question 2.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
25 – 30	25	35.7
31 – 35	15	21.43
36 – 40	19	27.14
41 – 45	3	4.29
46 and above	8	11.43
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 25 respondents (35.7%) fell within the age bracket of 25 – 30, 15 respondents (21.43%) are under the age bracket of 31 – 35, 19 respondents (27.14%) are under the age bracket of 36 – 40, 3 respondents (4.29%) are under the age bracket of 41 – 45 and finally, 8 respondents (11.43%) are under the age bracket of 46 and above.

### Question 3: What is your profession?

Table 3: Response to question 3

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Student	10	14.29
Civil servant	18	12.86
Journalist	12	8.57
Private business	18	25.71
Others	27	38.57
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 10 respondents (14.29%) are students, 18 respondents (12.86%) are civil servant 12 respondents (8.57%) are journalist, 18 respondents (25.71%) are private owners of their Business, 27 respondent (38.57%).

### Question 4: What is your marital status?

Table 4: Response to question 4

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Single	39	55.71%
Married	31	44.29%
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 39 respondent (55.71%) are single, 31 respondent (44.29%) are married.

#### 4.2.2 Analysis of Data from Survey

Research question 1: What is the overall gain to Top Rank Hotels from aggressive advertisement?

Item 5 – 8 answered research question one (1)

**Question 5: Do Top Rank Hotels have aggressive advertisement on NTA Enugu?**

**Table 5: Response to question 5**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	46	65.71
No	24	34.29
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 46 respondents (65.71%) said yes that Top Rank Hotels have aggressive advertisement on NTA Enugu while 24 Respondent (34.29%) said No that

Top Rank Hotels do not have aggressive advertisement on NTA Enugu.

**Question 6: Do Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu?**

**Table 6: Response to question 6.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	10	14.29
Agree	13	18.57
No opinion	5	7.14
Strongly disagree	27	38.57
Disagree	15	21.43
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 10 respondent (14.29%) strongly agreed that Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu, is respondent (18.57%) Agree that Top tank Hotels gain accruable profit through aggressive advertisement on NTA Enugu, 5 respondents (7.14%) have no opinion that Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu, 27 respondent (38.57%) strongly disagree that Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu, 5 respondent (21.43%) disagree that Top Rank Hotel gain accruable profit through aggressive advertisement on NTA Enugu.

**Question 7: What is the overall gain accruable to Top Rank hotel from aggressive advertisement on NTA Enugu?**

**Table 7: Response to question 7**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Economic gain	17	24.29
Financial gain	22	31.43
Social gain	11	15.71
All of the above	20	28.57
None of the above	0	0
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 17 respondents (24.29%) answered that Economic gains is accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu. 22 respondent (31.43%) answered that financial gain is accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu, 11 respondent (15.71%) answered that social gain is accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu 20 respondent (28.57%) answered that All of the above mentioned is accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu, 0 respondenet (0%0) have response.

**Question 8: To what extent do you agree that the above gained accruable to Top Rank Hotels?**

**Table 8: Response to question 8**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	26	37.14
Agree	15	21.43
No opinion	13	18.57
Strongly disagree	4	5.71
Disagree	12	17.14
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 26 respondents (37.14%) strongly agreed that the above gained is accruable to Top Rank Hotels, 15 respondents (21.43%) agreed that the above gained is accruable to Top Rank Hotels, 13 respondents (18.57%) have no opinion, 4 respondents (5.71%) strongly disagreed that the above gained is accruable to Top Rank Hotels, 12 respondents (17.14%) disagreed that the above gained is accruable to Top Rank Hotels.

Research question 2: To what extent does the hotel budget for?

**Question 9: Does Top Rank Hotels budget for advertisement annually and occasionally?**

**Table 9: Response to question 9**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	25	35.7
Agree	15	21.43
No opinion	19	27.14
Strongly disagree	3	4.29
Disagree	8	11.43
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table 25 respondents (35.7%) strongly agreed that Top Rank Hotels budget for advertisement annually and occasionally, 15 respondents (21.43%) agreed that Top Rank Hotels budgets for advertisement annually and occasionally, 19 respondents (27.14%) have no opinion, 3 respondents (4.29%) strongly disagreed that Top Rank Hotels budget for advertisement annually and occasionally, 8 respondents (11.43%) disagree that Top Rank Hotels budget for advertisement annually and occasionally.

**Question 10: Does Top Rank Hotels budget for advertisement annually and occasionally?**

**Table 10: Response to question 10**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Annually	30	42.886
Occasionally	16	22.86
Regularly	3	4.28
No opinion	0	0
All of the above	21	30
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table 30 respondent (42.86%) answered that Top Rank Hotels budget for advertisement annually, 16 respondent (22.86%) answered that Top Rank Hotels budget for advertisement occasionally, 3 respondent (4.28%) answered that Top Rank Hotels budget for advertisement regularly, 0 respondent (0%) have no response, 21 respondent (30%) answered all of the above mentioned.

**Question 11: Does this advertisement have negative undue extravagance on Top Rank Hotel budget?**

**Table 11: Response to question 11**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	29	41.42
Agree	27	38.57
No opinion	6	4.29
Strongly disagree	4	4.29
Disagree	4	11.43
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table 29 respondent (41.42%) strongly agree that this advertisement have negative undue extravagance on Top Rank Hotel, 27 respondent (38.57%) agree that this advertisement have negative undue extravagance on Top Rank Hotel, 6 respondent (4.29%) have no opinion, 4 respondent (4.29%) strongly disagree that this advertisement have negative undue extravagance on Top Rank Hotels, 4 respondent (11.43%) disagree that this advertisement have negative undue extravagance on Top Rank Hotels.

**Question 12: Advertising through message has become an integral part of today’s marketing senero ?**

**Table 12: Response to question 12**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	15	21.43
Agree	20	28.57
No opinion	0	0
Strongly disagree	10	14.29
Disagree	25	14.29
<b>Total</b>	<b>70</b>	<b>100%</b>

From the table above, 12 respondents (21.43%) strongly agree that advertising through message has become an integral part of today’s marketing senero, 20 respondent (28.57%) agree that advertising through message has become an

integral part of today’s marketing senero, 0 respondents (0%) have no opinion, 10 respondent (14.29%) strongly disagree that advertising through message has become an integral part of today’s marketing senero, 25 respondent (35.71%) disagree that advertising through message has become an integral part of today’s marketing senero.

Research Question 3: In what ways does NTA Enugu charge for advertising?

**Item 13 – 17 answered research question 3**

**Question 13: Does NTA Enugu ccharge for advertising as regards potential customer persuading jingle?**

**Table 13: Response to question 13**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	32	45.71
Agree	19	27.14
No opinion	7	10
Strongly disagree	3	4.29
Disagree	9	12.86
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 32 respondents (45.71%) strongly agree that NTA Enugu charge for advertising as regards potential customer persuading jingle, 19

respondent (27.14%) agree that NTA Enugu charge for advertising as regards potential customer persuading Jingle, 7 respondents (10%) have no opinion, 3 respondents (4.29%) strongly disagree that NTA Enugu charge for advertising as regards potential customer persuading Jingle, 9 respondents (12.86%) disagree that NTA Enugu charge for advertising as regards potential customer persuading Jingle.

**Question 14: How do NTA Enugu charge for advertising as regards potential customer persuading jingle?**

**Table 14: Response to question 14**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	25	35.7
High	15	21.43
Moderate	19	27.14
Very low	3	4.29
Low	8	11.43
<b>Total</b>	<b>70</b>	<b>100%</b>

From the table above 25 respondent (35.7%) answered that charge for advertising regards in NTA Enugu as regards potential customer persuading jingle is very high, 15 respondent (21.43%) answered that

charge for advertising in NTA Enugu as regards potential customers persuading jingle is high, 18 respondent (27.14%) answered that charge go advertising in NTA Enugu as regards potential customers persuading jingle is moderate, 3 respondents (4.29%) answered that charge for advertising in NTA Enugu as regards potential customer persuading jingle is very low, 8 respondent (11.43%) answered charge for advertising in NTA Enugu as regards potential customer persuading jingle as low.

**Question 15: Does this charge for advertising as regards potential customer persuading jingle affect them?**

**Table 15: Response to question 15**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	30	42.86
Agree	16	22.86
No opinion	3	4.28
Strongly disagree	0	0
Disagree	21	30
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 30 respondents (42.86%) strongly agreed that this charge for advertising as regards potential customer persuading jingle that the charge for advertising as regards potential customer persuading jingle does not affect them, 3 respondents (4.28%) does not have opinion, 0 respondent (0%) does not have

any response, 21 respondents (30%) disagreed that the charge for advertising as regard potential customer persuading jingle does not affect them.

**Question 16: To what extent can this charge better advertising in NTA Enugu?**

**Table 16: Response to question 16**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Positively	28	40
Negatively	22	31.43
No opinion	7	10
Non of all the above	0	0
All of the above	13	18.57
<b>Total</b>	<b>70</b>	<b>100%</b>

From the table above, 28 respondents (40%) answered that this charge can better advertising in NTA Enugu positively, 22 respondents (31.43%) answered that this charge can better advertising in NTA Enugu negatively, 7 respondent (10%) has no response 13 respondent (18.57%) answered all of the above mentioned.

**Question 17: Does advertising on NTA add to the armed general profit of Top Rank Hotels?**

**Table 17: Response to question 17**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	17	24.29
Agree	22	31.43
No opinion	11	15.71
Strongly disagree	20	28.57
Disagree	0	0
<b>Total</b>	<b>70</b>	<b>100%</b>

From the above table, 17 respondents (24.29%) strongly agreed that advertising on NTA add to the armed general profit of Top Tank Hotels, 22 respondents (31.43%) agree that advertising on NTA add to the armed general profit of Top Rank Hotels, 11 respondents (15.71%) have no opinion, 20 respondents (28.57%) strongly disagreed that advertising on NTA add to the armed general profit of Top Rank Hotels, 0 respondent (%) had no response.

**4.3 Discussion of Findings**

In this section, the data collected from survey on “Impact of improving Top Rank Hotels profitability through advertising in NTA Enugu” would be discussed.

The data contained in 70 fully completed questionnaire retrieved from the respondents. Responses on the research questions would be discussed.

**Research question 1: What is the overall gain to Top Rank Hotels Limited from aggressive advertisement?**

The aim of this question was to know the overall gain to Top Rank Hotels from aggressive advertisement on NTA Enugu. The data on table 5, 6, 7 and 8 were used to answer the research question the data in table 5 showed that 46 respondent (65.71%) says Yes while 24 respondents (34.29%) says No that Top Rank Hotels do have aggressive advertisement on NTA Enugu. The data on table 6 indicates that 10 respondents (14.29%) strongly agree that Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu, 13 respondent, (18.57%) Agree that Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu, 5 Respondent (7.14%) have no opinion, 27 respondent (38.57%) strongly disagree that Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu, 5 respondent (21.43%) disagree that Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu.

The Data on table 7 indicates that 17 respondents (24.29%) answered that Economic gain is accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu, 22 respondent (31.43%) answered that financial gain is

accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu, 11 respondents (15.71%) answered that social gain is accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu, 20 respondents (28.57%) answered that all of the above mentioned is accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu, 0 respondent (0%) have no response.

The data on table 8 indicates that 26 respondents (37.14%) strongly agreed that the above gain is accruable to Top Rank Hotels, 15 respondent (21.43%) agreed that the above gained is accruable to Top Rank Hotels, 13 respondent (18.37%) have no opinion, 4 respondents (5.71%) strongly disagree that the above gained is accruable to Top Rank Hotels, 12 respondent (17.14%) disagree that the above gained is accruable to Top Rank Hotels.

From the above findings, it is clear that the overall gain accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu is very high which increases its profit.

**Research question 2: To What Extent does the Hotel Budget for Advertisement.** The aim of this question is to know if Top Rank Hotels budget for advertisement annually and occasionally.

The data on table 9,10,11 and 12 answers the question. The data in table 19 indicates that 25 respondent (35.7%) strongly agree that Top Rank Hotels budget for advertisement annually and occasionally 15, respondent (21.43%)

agree that Top Rank Hotels budget for advertisement annually and occasionally, 19 respondent (27.14%) have no opinion, 3 respondents (4.29%) strongly disagree that Top Rank Hotels budget for advertisement annually and occasionally, 8 respondents (11.43%) disagree that Top Rank Hotels budget for advertisement annually and occasionally.

Data on table 10 indicates that 30 respondents (42.86%) answered that Top Rank Hotels budget for advertisement annually, 16 respondent (22.86%) answered that Top Rank Hotels budget for advertisement occasionally, 3 respondent (4.28%) answered that Top Rank Hotels budget for advertisement regularly, 0 respondent (0%) have no response, 21 respondents (30%) answered all of the above mentioned.

Data on table 11 indicates that 29 respondents (41.42%) strongly agree that this advertisement have negative undue extravagance on Top Rank Hotels, 27 respondents (38.57%) agree that this advertisement have negative undue extravagance on Top Rank Hotel, 6 respondents (4.29%) have no opinion, 4 respondents (4.29%) strongly disagree that this advertisement have negative undue extravagance on Top Rank Hotels, 4 respondent (11.43%) disagree that this advertisement have negative undue extravagance on Top Rank Hotels.

The data on table 12 indicates that 15 respondent (21.43%) strongly agree that advertisement through message has become an integral part of today's marketing senero, 20 respondent (28.57%) agree that advertising through

message has become an integral part of today's marketing senero, 0 respondent (0%) have no opinion, 10 respondents (14.29%) strongly disagree that advertising through message has become an integral part of today's marketing senero, 25 respondents (35/71%) disagree that advertising through message has become an integral part of today's marketing senero.

From the findings above it is crystal clear that to an extent the budget for advertisement on Top Rank Hotels is annual and occasional which makes the advertisement effective.

**Research Question 3: In what ways does NTA Enugu charge for advertising?**

The aim of this question is to know how NTA Enugu charge for advertising. Item 13, 14, 15, 16 and 17 answers the research question.

The data on table 13 indicates that 32 respondent (43.71%) strongly that NTA Enugu charge for advertising as regards potential customer persuading jingle, 19 respondent (27.14%) agree that NTA Enugu charge for advertising as regards potential customer persuading jingle, 7 respondent (10%) have no opinion, 3 respondent (4.29%) strongly disagree that NTA Enugu charge for advertising as regards potential customer persuading jingle, 9 respondents (12.86%) disagree that NTA Enugu charge for advertising as regards potential customer persuading jingle.

The data on table 14 indicates that 25 respondent (35.7%) answered that charge for advertising in NTA Enugu as regards potential customer persuading jingle is very high, 15 respondent (21.43%) answered that charge for advertising in NTA Enugu as regards potential customer persuading jingle is high, 19 respondents (27.14%) answered that charge for advertising in NTA Enugu as regards potential customers persuading jingle is moderate 3 respondent (4.29%) answered that charge for advertising in NTA Enugu as regards potential customer persuading jingle is very low, 8 respondents (11.43%) answered that charge for advertising in NTA Enugu as regards potential customer persuading jingle is low.

The data in table 15 indicate that 30 respondent (42.86%) strongly agree that this charge for advertising as regards potential customer persuading jingle does not affect them, 16 respondents (22.86%) agree that the charge for advertising as regards potential customer persuading jingle does not affect them, 3 respondents (4.28%) does not have opinion, 0 respondent (0%) does not have any response, 21 respondents (30%) disagree that the charge for advertising as regards potential customer persuading jingle does not affect them.

He data on table 16 indicates that 28 respondents (40%) answered that this charge can better advertising in NTA Enugu positively, 22 respondents (31.43%) answered that this charge can better advertising in NTA Enugu negatively, 7 respondents (10%) have no opinion, 0 respondent (0%) has no response, 13 respondents (18.57%) answered all of the above mentioned.

The data on table 17 indicates that 17 respondents (24.29%) strongly agree that advertising on NTA add to the armed general protect of Top Rank Hotels, 22 respondent (31.43%) agree that advertising on NTA add to the armed general profit of Top Rank Hotels, 11 respondents (15.71%) have no opinion, 20 respondent (28.57%) strongly disagree that advertising NTA add to the armed general profit of Top Rank Hotels, 0 respondent (0%) has no response.

From the findings above, it is clear that the charge for advertising as regards potential customer persuading jingles is high and it is obvious.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 Introduction**

This research work, designed to establish the impact of improving Top Rank Hotels profitability through advertising in NTA Enugu.

The survey research design was adopted using questionnaire for data gathering based on the data collected, analyzed and discussed. This will be focused on the summary of findings, conclusion and recommendations.

#### **5.2 Summary of Findings**

The researcher in the course of the study made the following findings

In chapter one, the researcher gave a detailed introduction over view of the power of advertising in organization and the many contribution it has made to the economy and the world at large.

The chapter two of this work projected the literature that was used in building up this research work, how there were reviewed.

Chapter three on its side treated the issues of research design and methodology ranging from the area, population and sample of the study which was realized using the random sample techniques. The researcher method of investigation was based on the copies of questionnaire that were distributed to the selected respondents.

In chapter four, data presentation was done through the use of the frequency distribution followed each table and the table was properly interpreted according to the data computed therein.

In chapter five, the researcher gives a brief summary of the whole work and the findings, conclusion and detailed recommendation. This chapter brings the entire study to an end which makes exposition and gives a glimpse on the way forward.

To this end, Nwodu (2006) states “summary should be a brief of all that was done in the study---- a tie up of what was done in the study” and end while making some explanation and giving recommendation of the way forward.

## **53 Conclusion**

Having exhausted all the possible research machineries needed for a qualitative survey of the nature of the topic, the following conclusions were made by the researcher. Every company that craves for that edge over rivals and competitors should as a matter of necessity tap into the robust potentials available through advertising.

Advertising on NTA by the management of Top Rank Hotels have, as proven, substantially improved the hotel’s fortunes over the years and still massive market benefits for them today.

The researcher, also concludes that given the cosmopolitan nature of the hotels location, and its proximity to the NTA channel 8, Enugu, perceived

supposed partnership between the two establishment is by evidence a worthy venture.

Also given, the hotel, even annual profit index, the management has no reason not to give optimum attention to advertising on NTA channel 8, Enugu.

#### **5.4 Recommendation**

Based on the findings made in the course of this study the research hereby made the following recommendation.

1. Advertising be given utmost priority in the marketing drive and customer based building of the hotel.
2. A pact between the hotel and the NTA that could enable the hotel to offer services like hall usage to the station in times of seminars, while the station in return covers the hotel by giving a discount on the charges for jingles from the hotel.
3. That any adverts on the NTA by the hotel should detail the impressive and state of the art infrastructure in the hotel in a persuasively alluring manner.
4. That all adverts on the station no matter how short, be run on the station between the periods of 3pm and 9pm. This represents the time in which hotellers are available to listen especially after work.

## **5.5 Suggestion for Further Studies**

Further studies should be carried out on the impact of improving Top Rank Hotels profitability through advertising in NTA Enugu.

Studies should also be conducted in the awareness of the hotel's amenities amongst the inhabitants.

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## **APPENDIX A**

Department of Mass Communication  
Caritas University  
PMB 01784  
Amorji – Nike  
Enugu.  
Enugu State.

Dear Respondent,

I am a final year student of the above named institution conducting a research on “Impact of Top Rank Hotels profitability through advertising in NTA Enugu.

I humbly solicit your support by filling in the question below. Be assured that your answers will be treated with strict confidentiality. The information supplied will be used strictly for the purpose of this study.

Thanks.

Yours faithfully,

**Elias Chidiogo Rita**  
**Researcher**

**APPENDIX B**  
**QUESTIONNAIRE**

**PART A**

Contained question on the demography of the respondent instruction: please tick

[  ] against and question(s) that correctly express your opinion.

1. What is your Gender?
  - a) Male [  ]
  - b) Female [  ]
  
2. What is your age bracket?
  - a) 25-30 [  ]
  - b) 31-35 [  ]
  - c) 36-40 [  ]
  - d) 41-45 [  ]
  - e) 46 and above [  ]
  
3. What is your profession?
  - a) Student [  ]
  - b) Civil servant [  ]
  - c) Journalist [  ]
  - d) Private Business [  ]
  - e) Others [  ]
  
4. What is your marital status?

- a) Single [ ]
  - b) Married [ ]
5. Does Top Rank Hotels do have aggressive advertisement on NTA Enugu.
- a) Yes [ ]
  - b) No [ ]
6. Does Top Rank Hotels gain accruable profit through aggressive advertisement on NTA Enugu.
- a) Strongly agree [ ]
  - b) Agree [ ]
  - c) No opinion [ ]
  - d) Strongly disagree [ ]
  - e) Disagree [ ]
7. What is the overall gain accruable to Top Rank Hotels from aggressive advertisement on NTA Enugu.
- a) Economic gain [ ]
  - b) Financial [ ]
  - c) Social gain [ ]
  - d) All of the above [ ]
  - e) None of the above. [ ]
8. To what extent do you agree that the above gained is accruable to Top Rank Hotels

- a) Strongly agree [ ]
- b) Agree [ ]
- c) No opinion [ ]
- d) Strongly disagree [ ]
- e) Disagree [ ]

9. Does Top Rank Hotels budget for advertisement annually or occasionally

- a) Strongly agree [ ]
- b) Agree [ ]
- c) No opinion [ ]
- d) Strongly disagree [ ]
- e) Disagree [ ]

10. How does Top Rank Hotel budget for advertisement

- a) Annually [ ]
- b) Occasionally [ ]
- c) Regularly [ ]
- d) No opinion [ ]
- e) All of the above [ ]

11. Does this advertisement have negative undue extravagance on Top Rank

Hotels

- a) Strongly agree [ ]
- b) Agree [ ]

- c) No opinion [ ]
- d) Strongly disagree [ ]
- e) Disagree [ ]

12. Advertising through message has become an integral part of today's marketing senero.

- a) Strongly agree [ ]
- b) Agree [ ]
- c) No opinion [ ]
- d) Strongly disagree [ ]
- e) Disagree [ ]

13. Does NTA Enugu charge for advertising as regards potentials customer persuading jingle.

- a) Strongly agree [ ]
- b) Agree [ ]
- c) No opinion [ ]
- d) Strongly disagree [ ]
- e) Disagree [ ]

14. How do NTA Enugu charge for advertising as regards potential customer persuading jingle?

- a) Very high [ ]
- b) High [ ]

- c) Moderate [ ]
- d) Very low [ ]
- e) Low [ ]

15. Does this charge for advertising as regards potential customer persuading jingle affect them?

- a) Strongly agree [ ]
- b) Agree [ ]
- c) No opinion [ ]
- d) Strongly disagree [ ]
- e) Disagree [ ]

16. To what extent can this charge better advertising in NTA Enugu.

- a) Positively [ ]
- b) Negatively [ ]
- c) No opinion [ ]
- d) Non of all the above [ ]
- e) All of the above [ ]

17. Does advertising on NTA add to the armed general profit of Top Rank  
Hotels

- a) Strongly agree [ ]
- b) Agree [ ]
- c) No opinion [ ]
- d) Strongly disagree [ ]
- e) Disagree [ ]